

Ilan Shamir Bio

Ilan Shamir, whose name literally means protector of the trees, has a life long journey of bringing creative ideas and nature connection to millions of people. Ilan, formerly Scott Alyn, changed his name in 1996 to more clearly reflect his passion of trees and the inspiring messages they bring.

Ilan is an author and professional keynote speaker bringing stories of trees, nature and positive focus to life at conferences, events, national parks and venues. He is a member of the National Speakers Association, The National Storytelling Network and The National Association for Interpretation and past Vice President of the Colorado Chapter of the National Speakers Association.

Ilan is the author of seven books including *Advice from a Tree*, *Advice from a River*, *Poet Tree*, *Tree Celebrations*, *The True Nature of Designing Successful Products*, *Simple Wisdom* and *A Thousand Things Went Right Today!* as well as a beautiful line of journals, stationery items and posters. He has over twenty-five years of experience in product design and marketing. During the early 1970's Ilan played a key role in the development of the very successful UNCOLA® campaign for 7UP® at their world headquarters. He later developed successful Willy Wonka confection products for Sunline Brands.

True to his calling, in the spring of 1980, Ilan returned to his roots in the earth and developed Greeting Seeds®, the greeting cards containing creative messages and gifts of seeds, teas, potpourri, spices, bubble bath and cocoa. Over twenty million cards have been sold and have delighted consumers around the world.

In 1990 he co-founded the community forestry organization Fort Collins ReLeaf and has planted or sponsored the planting of over 30,000 trees involving thousands of volunteers. In addition he has planted over 20,000 additional trees to replenish all paper used in his company. With the nonprofit Trees Water & People, Ilan developed the 100% Replanted online calculator to help individuals and businesses replant trees for all paper used. He has continued developing products including "The Gift of a Tree" and "This T Plants A Tree™"

In addition to replanting trees for paper used, Your True Nature, Inc. is a leader in sustainable practices. An annual contribution is made to the One Percent for the Planet organization, the company's fleet is hybrid vehicles and business operations strictly adhere to Reduce-Reuse-Recycle-Replant. TreeGreetings-The eCard that Plants a Tree is an example of a new level of sustainability with no paper used in the entire process of the product. This purely electronic eCommerce site brings a net gain for each transaction in the planting of oxygen producing trees.

At Washington University in St. Louis, Ilan graduated with Summa Cum Laude honors and Who's who in American Colleges and Universities. For his tree and community involvement, Ilan has received recognition as a prestigious Founder of the New Northwest, proclamation from the City of Fort Collins naming a day after him, as well as recognition from Senators and the President of the United States.

Ilan has received press coverage in over 100 major media including The Wall Street Journal, National Public Radio-All Things Considered, Good Housekeeping, The London Times, Tokyo Journal, Success Magazine, Entrepreneur Magazine, Money Magazine, Leers and numerous newspapers, television and radio shows around the country.

Ilan Shamir, Your True Nature, Inc., Box 272309, Fort Collins, CO 80527, 800-992-4769, grow@yourtruenature.com